

AGENDA

Wednesday, October 16, 2013

City of Huntington Beach PERSONNEL COMMISSION

5:30 PM - Meeting Room B-8
Civic Center - 2000 Main Street
Huntington Beach CA 92648

1. CALL TO ORDER

Commissioners: Bush, Clemens, Elford, Inglee, Thompson

Staff Liaison: Assistant City Manager

Also present:

Michele Warren, Secretary to the Personnel Commission/Director of Human Resources

Jennifer McGrath, City Attorney

JoAnn Diaz, Principal Human Resources Analyst

Sandy Henderson, Administrative Aide

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENTS

The Personnel Commission welcomes public comments on all items on this agenda or of community interest. We respectfully request that this public forum be utilized in a positive and/or constructive manner. Please focus your comments on the issue or problem that you would like to bring to the attention of the Personnel Commission. Negative comments directed at individuals are not acceptable.

Three (3) minutes per person. Time may not be donated to others. No action can be taken by the Personnel Commission on this date unless agendaized. This is the time to address the Personnel Commission regarding items of interest or on agenda items other than public hearings.

4. APPROVAL OF MINUTES

- Meeting of September 18, 2013

5. PUBLIC HEARING

Public Hearing in accordance with Personnel Rule 12 regarding amendments to the City's Classification Plan. Reference material included:

- a. Discussion regarding proposed changes to the job classification of **Community Relations Officer** in the Office of the City Manager, amending the City's Classification Plan.

For questions, please contact Sandy Henderson at (714) 960-8828

Recommended Action:

Approve the modifications to the job classification of **Community Relations Officer** amending the City's Classification Plan.

RECESS TO CLOSED SESSION

CLOSED SESSION

6. PERSONNEL HEARING – SUPPLEMENTAL DISCIPLINARY HEARING IN ACCORDANCE WITH PERSONNEL RULE 20 – FINDINGS OF FACT AND CONCLUSIONS OF LAW - CLOSED SESSION OPTION PER GOVERNMENT CODE SECTION 54957

Recommendations of Hearing Officer Michael Prihar regarding a Termination Appeal

Deliberation in Closed Session

Recommended Action: Sustain, reject or modify the Hearing Officer's recommendation. If the Commission rejects or modifies the recommendation, direct the legal advisor to prepare findings of fact and conclusions of law in support of the Commission's decision.

RECONVENE PERSONNEL COMMISSION MEETING

7. LABOR RELATIONS UPDATE

8. SECRETARY'S REPORT

9. COMMENTS FROM COMMISSIONERS

Announcements, brief report regarding Commissioner activities, ask questions for clarification, request information from Staff, direction to Staff regarding a future agenda item or for the provision of information for a future meeting.

10. ADJOURNMENT

Meeting adjourned to the next regularly posted meeting of November 20, 2013

MINUTES

Wednesday, September 18, 2013

City of Huntington Beach PERSONNEL COMMISSION

5:30 PM - Meeting Room B-8
Civic Center - 2000 Main Street
Huntington Beach CA 92648

Pending approval by Personnel Commission at the meeting on September 18, 2013
(These minutes are not verbatim. A recording of the meeting is available in the Human Resources Division, lower level of City Hall, for one year following meeting date.)

CALL TO ORDER

Commissioner Bush called the Commission meeting to order at 5:30 PM.

ROLL CALL

Commissioners present: Bush, Elford, Thompson

Commissioners absent: Clemens, Inglee

Others Present:

Jennifer McGrath, City Attorney

JoAnn Diaz, Principal Human Resources Analyst

Sandy Henderson, Administrative Aide

PUBLIC COMMENTS

None

APPROVAL OF MINUTES

A motion was made by Commissioner Elford and seconded by Commissioner Thompson to approve the minutes for the August 21, 2013 meeting.

| | |
|----------|------------------------|
| VOTE: | The motion was carried |
| AYES: | 3 |
| NOES: | 0 |
| ABSENT: | 2 |
| ABSTAIN: | 0 |

PUBLIC HEARING

- a. Approve the new job classification of Building Manager in the Planning & Building Department amending the City's Classification Plan.

A motion was made by Commissioner Elford and second by Commissioner Thompson to approve the new job classification.

VOTE: The motion was carried
AYES: 3
NOES: 0
ABSENT: 2
ABSTAIN: 0

LABOR RELATIONS UPDATE/SECRETARY'S REPORT

Michele Warren, Human Resources Director, reported that the City is continuing active negotiations with MEA (Municipal Employees Association), MEO (Management Employees Organization), HBPOA (Huntington Beach Police Officers Association), HBFA (Huntington Beach Firefighters Association), SCLEA (Surf City Lifeguard Employee Association), and MSMA (Marine Safety Management Association).

She reported the City Council is approved the FY 2013-14 Budget at its September 3rd meeting which did not include any layoffs or cuts in service. The budget included five (5) additional police officers.

She announced that the City hired Ken Domer as Assistant City Manager, and he will be the staff liaison for the Personnel Commission.

COMMENTS FROM COMMISSIONERS

None

ADJOURNMENT

The meeting adjourned at 5:43 PM to the next regularly scheduled meeting of October 16, 2013.



**CITY OF HUNTINGTON BEACH
INTER-DEPARTMENTAL COMMUNICATION
HUMAN RESOURCES**

TO: PERSONNEL COMMISSION

FROM: MICHELE WARREN, DIRECTOR OF HUMAN RESOURCES *MW*

SUBJECT: REVISION OF COMMUNITY RELATIONS OFFICER JOB CLASS
SPECIFICATION

DATE: OCTOBER 16, 2013

The City Manager is seeking to update the duties of the Community Relations Officer to better reflect the work performed by this position. The primary role of the Community Relations Officer is to serve as the communications coordinator on behalf of the City to provide information to the media and public as required by law, as well as increase interest and participation in City services, programs and activities. There is no change in pay grade or increase in the number of positions performing this work.

The City and MEO have met and conferred regarding the updated job duties. The recommendation presented is based upon input from the Office of the City Manager and a review of similar external jobs.

At this time, staff requests the Personnel Commission to approve staff's recommendation in accordance with Personnel Rule 12 regarding amendments to the City's Classification Plan.

STAFF RECOMMENDATION

| | |
|----------------------------|--|
| Job Class Title: | Community Relations Officer |
| Pay Grade: | 593 |
| Affected Employees: | None |
| Action: | Approve changes to current job classification |

Att: Community Relations Officer Job Class Specification

c: F. Wilson, City Manager
T. Graham, MEO President

CITY OF HUNTINGTON BEACH
CLASS SPECIFICATION



TITLE: COMMUNITY RELATIONS OFFICER

PERSONNEL COMMISSION APPROVAL: OCTOBER 2013 *REVISED*

COUNCIL APPROVAL: SEPTEMBER 2002

JOB CODE: 0471

EMPLOYMENT STATUS: REGULAR FULL-TIME

UNIT REPRESENTATION: MEO

FLSA STATUS: EXEMPT

DUTIES SUMMARY

Under administrative direction, oversees and manages programs and activities of the public information function within the City Manager's Office; coordinates media and community relations activities to ensure publicity and outreach for City programs, services and events.

The Community Relations Officer's primary responsibility is to plan, organize and perform media relations, journalistic writing, Web site strategies, and supervision of the City's cable channel (HBTV 3). This position develops and implements a comprehensive communications strategy and related materials to promote the many programs and services that are provided by city government, to employees, media, businesses and the general public.

DISTINGUISHING CHARACTERISTICS

The Community Relations Officer works independently under the general direction of the City Manager or Assistant City Manager.

The Community Relations Officer works independently under the administrative direction of the Assistant City Administrator, overseeing a broad range of responsibilities for public relations and communication related to City services. The Officer works both internally and externally with a wide variety of departments and agencies.

EXAMPLES OF ESSENTIAL DUTIES

- Develops, implements, and coordinates a comprehensive communications program for the City; identifies appropriate messages and communications tools for targeted audiences; employs evaluation measures to assess impact

CITY OF HUNTINGTON BEACH
CLASS SPECIFICATION



TITLE: COMMUNITY RELATIONS OFFICER

- Integrates the City's vision, mission, strategic goals and key issues into educational, informational and marketing communications aimed at the general public and employees
- Researches, composes, edits and issues press releases, news articles, feature stories and public service announcements for print, radio, cable television, and electronic media.
- Interfaces with the media and organizes/conducts press briefings
- Responds to inquiries from the media, City officials, community groups, businesses, the general public, and employees
- Coordinates and participates in presentations to City visitors and community members; coordinates, schedules and may lead public tours of City facilities
- Provides briefings to the City Council and the City Manager concerning public information program activities and events within the City
- Oversees staff and manages projects of the City's public access cable channel
- Assists with the development of the budget for public information activities; authorizes expenditures and approves invoices
- Oversees the database of public relations contacts and distribution of media materials

~~Provides support to mayor, city council and senior city officials to help convey city messages on and off camera; acting as the spokesperson for the city for all media outlets. Supervises staff of City's cable channel (HBTv #3). Directs press relations, including coordinating/facilitating media interviews, writing and disseminating press releases/kits, media alerts and feature articles, developing and coordinating press tours. Coaches staff regarding public speaking engagements and presentations. Oversees community relations; organizes ongoing speaker's bureau and writes speeches and presentations. Arranges and coordinates promotional photographic services as needed. Coordinates the process and people necessary for completion of public service announcements, training and documentation videos.~~

~~Implements the City Communication Plan and various strategic plans for communications campaigns. Assesses needs and develops ideas and opportunities for feature articles, interviews, presentations and other public relations activities that promote awareness. Advises management and helps implement advertising placement, collateral materials production and Web site communications tactics, including interactive communications and use of e-commerce. Manages and edits quarterly City News (Sands) supplement, monthly online newsletter to the public, monthly employee newsletter and Web site; oversees update of HB infoline. Member of editorial board.~~

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TITLE: COMMUNITY RELATIONS OFFICER

~~Recommends and tracks budget expenditures. Manages outside consultants and vendors. Hires, supervises, trains and evaluates staff. Oversees database of public relations contacts and distribution of media materials.~~

The preceding duties have been provided as examples of the essential types of work performed by positions within this job classification. Management reserves the right to add, modify, change or rescind work assignments as needed.

MINIMUM QUALIFICATIONS

Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

Knowledge of:

- ~~– Principles and practices of public information and media and community relations in a municipal government environment~~
- ~~– Federal, State and local laws, rules, and regulations governing the disclosure of information by a public agency~~
- ~~– Principles and practices of research, journalism, graphic design, print media layout and broadcast media production~~
- ~~– Interview techniques, communications media services and resources~~
- ~~– Current trends in strategic~~Strategies of external and internal marketing, public relations, public information, community outreach, community partnerships and media relations
- ~~– Current trends in Corporate~~ advertising, including electronic, print, outdoor and direct mail research techniques and methods;

~~—pertinent federal, state and local laws, codes and regulation in regard to public information. Computer literate and skilled in the use of Microsoft software.~~

Ability to:

- ~~– Develop and implement comprehensive public information programs utilizing various forms of media~~
- ~~– Gather, assess, and summarize information for public distribution~~
- ~~– Effectively utilize current and trending social media tools and applications~~
- ~~– Prepare comprehensive reports, correspondence, press releases, speeches, information and promotion packages and news articles~~
- ~~– Manage a variety of complex and challenging projects simultaneously to completion~~
- ~~– Exercise judgment, initiative, decisiveness, and creativity necessary in situations involving the direction, control and planning of multiple programs, and in critical~~

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CLASS SPECIFICATION



TITLE: COMMUNITY RELATIONS OFFICER

- or unexpected situations involving considerable risk or loss to the City
- Establish and maintain effective professional relationships with those contacted in the course of work
- Communicate and interact effectively both verbally and in writing with elected officials, the public, and staff
- Operate a variety of office equipment including computers and associated word processing applications

— Develop, manage and complete multiple projects and utilize advanced verbal, written, proofreading and presentation skills. Manage multiple projects, staff and vendors. Develop and track budgets. Develop and maintain strong local media contacts.

Education: Bachelor's Degree in communications, public relations, journalism, marketing or a related field; master's degree preferred.

Experience: Five (5) years' increasingly responsible public information, public affairs, or media relations experience, including three years experience performing public relations for a municipal agency or other public sector organization. Five (5) years experience as a Public Relations Manager.

Certifications/License: Possession of a valid California driver's license. A valid California Class C driver's license with an acceptable driving record required by time of appointment.

PHYSICAL TASKS AND ENVIRONMENTAL CONDITIONS

See Physical task questionnaires. Employee accommodations for physical or mental disabilities will be considered on a case-by-case basis. Must wear business attire and maintain a personal appearance standard appropriate for an on-camera or off-camera interview

The incumbent must be able to meet the physical requirements of the class and have mobility, balance, coordination, vision, hearing and dexterity levels appropriate to the duties to be performed.

Work is performed indoors. The incumbent sits for prolonged periods of time; standing and walking to retrieve work files or to other departments or office locations; leaning, bending and stooping to perform work behind a desk or to retrieve information; pushing,

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CLASS SPECIFICATION



TITLE: COMMUNITY RELATIONS OFFICER

turning or twisting to move chair or body from desk; reaching to place or retrieve files or open file drawers or cabinets; light grasping to hold a writing instrument or documents; firm grasping as needed to lift and carry work files or operate office equipment; finger dexterity to type on a computer keyboard; and, hearing and speaking to answer the telephone or answer questions of co-workers and subordinates. Work is performed in a general office environment. Reasonable accommodation(s) for an individual with a qualified disability will be considered on a case-by-case basis.

SPECIAL CONDITIONS

Employees regularly assigned/required to drive a city or personal vehicle in the course and scope of work shall be required to participate in the DMV Employer Pull Notice program due to the performance of field duties that may require operation of a City vehicle.

Public Employee Disaster Service Worker: In accordance with Government Code Section 3100, all Huntington Beach city employees are required to perform assigned disaster service worker duties in the event of an emergency or a disaster.

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